



## Innisfil Developer Principles of Engagement

### Purpose

The Town of Innisfil ("Town") wants to ensure it conducts business with Developers in an equitable, respectful, ethical, and transparent manner to achieve the best outcomes for the community.

### Application

Developers, Builders, Consultants, Contractors, or any person or entity acting on their behalf (collectively "Developers"), communicating with Town Council, staff or their agents/representatives ("public office holders") with respect to a development process (including applications and approvals) or ongoing development agreement administration.

### Principles

- Integrity
  - Developers shall conduct with integrity and honesty all relations with public office holders, clients, employers, the public and other Developers.
- Transparency
  - Developers shall be open and frank about their lobbying activities while respecting confidentiality.
- Disclosure of Identity and Purpose
  - Developers communicating with a public office holder shall disclose the identity of the individual, corporation, organization or other person, or the partnership, on whose behalf they are acting, as well as the reasons for the communication.
- Confidentiality
  - Developers shall provide information that is accurate and factual to public office holders.
  - Developers shall not knowingly mislead anyone and shall use proper care to avoid doing so inadvertently.
- Improper Influence
  - Developers shall avoid both the deed and the appearance of impropriety.
  - Developers shall not knowingly place public office holders in a conflict of interest or in breach of the public office holders' codes of conduct or standards of behaviour.
- Communication

- Developers shall not communicate to public office holders in relation to a procurement process except as permitted by the Town's procurement policies and procurement documents.
- Developers shall be reasonable in their communications to public office holders in relation to an application for approval and the associated review process, and shall generally limit their communications to public office holders as part of such processes for the purposes of sharing applicable and relevant information.

## Implementation

- Post a copy of these principles to the Town of Innisfil website for public information.
- Sign off/Acknowledgement as a voluntary measure, as part of the development application process.
- Any person may complain about a suspected breach of these Principles of Engagement in writing directed to the Clerk – who will compile a quarterly report to Council. Such reports may be provided on a confidential basis at the Clerk's discretion.

